GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT&C(T)Dept.,- Constitution of State Level Committee and Destination Management Committee for Development and Promotion of Buddhist Circuits in Andhra Pradesh - Orders-Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE(T) DEPARTMENT

G.O.RT.No. 95 Dated: 19-05-2025

Read the following:

1. G.O.Ms.No.17, Youth Advancement, Tourism and Culture (T) Department, Dt:10.12.2024.
2. E-file No.APTA-14022/10/2025 -AD- EDG - APTA (C.No.2781703), received from VC&MD, APTDC, Vijayawada on Dt:15.04.2025.

>><<

O R D E R:

In the reference 2nd read above, the CEO, APTA has stated that as per the New Tourism Policy 2024-29 in the reference 1st read above, the Government of Andhra Pradesh is committed for preserving and promoting the state's rich Buddhist heritage, and proposed to form the following 03 Buddhist Circuits in the State:

1. Complete Buddhist Circuit – Visakhapatnam & Amaravati
2. Visakhapatnam Circuit including Salihundam, Bavikonda, Thotlakonda, Bojjannakonda and Aduru
3. Amaravati Circuit including Guntupali, Undavalli, Amaravati, Ghantasala, Nagarjunakonda

2. The CEO, APTA has proposed to form State level Committee & Destination Management Organizations (DMOs) to develop, maintain, marketing & promotion of Buddhist Circuits in Andhra Pradesh. She has requested the Government for constitution of State Level Committee and Destination Management Committee for Development and Promotion of Buddhist Circuit in Andhra Pradesh.

3. After careful examination of the matter, Government hereby constitute the State Level Committee and Destination Management Committee to develop, maintain, marketing & promotion of Buddhist Circuits in Andhra Pradesh, as follows:

State Level Committee:

Special Chief Secretary to Government , YAT&C Department	Chairman
Chief Executive Officer, Andhra Pradesh Tourism Authority & Managing Director, Andhra Pradesh Tourism Development Corporation	Member
Commissioner State Archeology & Museums	Member
Superintendent Central Archeology & Museums	Member
Chief Executive Officer, AP Creativity and Culture Commission	Member
Executive Director (Operations), Andhra Pradesh Tourism Development Corporation	Member
Chief Engineer, Andhra Pradesh Tourism Development Corporation	Member
Regional Director, Visakhapatnam	Member
Regional Director, Vijayawada	Member
Executive Director, Projects, Andhra Pradesh Tourism Development Corporation	Member
Deputy Chief Executive Officer, Andhra Pradesh Tourism Authority	Convener

The State Level Committee will monitor the developments and creation of story trails on Buddhism in Andhra Pradesh with the assistance of Buddhist scholars. The State Level Committee will also create content for digital & social media promotions, publicity & marketing through roadshows, expos, organizing Buddhist Festivals. Special emphasis shall be made to tap around 600 million Buddhist from ASEAN & ASIAN countries.

(Contd..2)

Destination Management Committee:

Sl. No	**Visakhapatnam**	**Amaravati**
1	Collector Visakhapatnam - Chairman	Collector Palnadu - Chairman
2	Collector Anakapalli – Co-Chairman	Collector Guntur- Co-Chairman
3	Commissioner, VMRDA	Commissioner CRDA
4	Commissioner, GVMC	Representative from State Archaeology
5	Professor Andhra University	Representative from Central Archaeology
6	Representative from Central Archaeology	Professor Nagarjuna University
7	Representative from State Archaeology	RD Vijayawada
8	Regional Director, Visakhapatnam	DTO Guntur
9	DTO Visakhapatnam – Convener	DTO Palnadu - Convener
10	DTO Anakapalli	Divisional Manager Andhra Pradesh Tourism Development Corporation, Vijayawada
11	Divisional Manager, Andhra Pradesh Tourism Development Corporation, Visakhapatnam	Divisional Manager, Andhra Pradesh Tourism Development Corporation, Vijayawada
12	Executive Engineer, Andhra Pradesh Tourism Development Corporation, Visakhapatnam	Executive Engineer, Andhra Pradesh Tourism Development Corporation, Vijayawada

The role of Destination Committee will be to assess the infrastructure up gradation, to pool resources from social bodies, urban development agencies, also explore local sponsorships. They shall also explore possibilities of adoption of heritage sites as per the Government of India guidelines specifies above. They shall also maintain the facilities at international standards by collecting entry fees, letting out shops and other facilities available for revenue generation through PPP mode if necessary. For any important and major issues by the Destination Management Organizations may be brought to the notice of the CEO APTA/ MD APTDC for necessary action. This committee is proposed with few members of District Tourism Council and City Tourism Council and additional members from line departments.

4. The Chief Executive Officer, Andhra Pradesh Tourism Authority, Vijayawada shall take further necessary action, accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY JAIN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Chief Executive Officer,
Andhra Pradesh Tourism Authority, Vijayawada.

Copy to:
The Additional Secretary to CM.
The OSD to Minister for Tourism (T,C & C).
The PS to Special Chief Secretary to Government, YAT&C(T) Dept.
SF/SC.

// FORWARDED :: BY ORDER//

SECTION OFFICER